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KCC 4802 (16,790)
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of Mark F. Nelson et al.

Art Unit 2152

Serial No. 10/038,861

Filed December 31, 2001

Confirmation No. 6378

For INTEGRATED WEB RING SITE AND METHOD FOR PRESENTING
INFORMATION

August 28, 2002

THIRD PRELIMINARY AMENDMENT

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS,

SIR:

Prior to examination of this application, please enter the following amendment:

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Technology Center 2100

IN THE CLAIMS

Please replace claim 15 as follows:

b1
15. (once amended) The method of claim 14 further comprising the step of establishing a contract between the host and the partners specifying a content of the partner Web pages.

Please replace claim 16 as follows:

b1
16. (once amended) A system for providing information relating to a theme and for a presenting product related to the theme, said system comprising:

5 b1
an integrated web ring (IWR) site including a plurality of partner Web pages relating to the theme and provided by the partners, a host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages relating to the theme, links from the host Web site to selected partner Web pages, and tracking software for monitoring user access to the IWR site, to the selected partner Web page and to the host Web pages and generating performance indicators relating thereto; wherein the IWR site is presented as a resource and wherein the host Web site presents the product in association with the IWR site.